💎 Bobby Diamond

Product Designer (individual provider)

EXPERIENCE

Product Designer
Zoomforth

Jun 2022 - Nov 2023 - 1 yr 6 mos, US based company (fully remote)

PD team improvement and lead. DS update, research documentation set up, close colab with PM and release of several new features and definition of roadmap.

Product Designer
Non Disclosure

Oct 2021 - Jun 2022 - 9 mos, US based company (fully remote)

Settled the PD team for a new BNPL app (focused on mexican market). Managed a transition product iteration, conducted tasks prioritisations and defined product versions. Managed and maintained the DS.

Product Designer
Swap

Mar 2019 - Oct 2021 - 2 yr 8 mos, Mexico (fully remote)

Integrated the end-to-end product design process into cross-functional team. Created the design system from scratch for customer/business facing apps. Defined the relationship between PD and PM improving product discoveries, backlog prioritizations and user stories creation to deliver CNBV compliance tasks while improving most of the main product features; impacting the NPS positively.

Product Designer
Near BPO

Nov 2017 - Feb 2019 - 2 yr 3 mos, Mexico

Managed the design research, understanding and delivery of digital products (for local and foreign clients): CMR, HR, POS, E-commerce, Accounting Administration and data dashboards.
Administered the DS and implemented product research strategy.

FREELANCES

Tipsteros
Own Product

2015, Mexico

- From idea to mobile stores publishing.
- Sport bets predictions app.

Bit It Rain
Own Product

2015, Mexico

- From idea to web publishing.
- Crypto web app that received up to ~$500K MXN yearly in transactional.

Shelf
Book Tracking app

2015, Mexico

- Improved UX
- Delivered +60 screens for 35 flows.

Bootcamp in Front & Back End
Dev.F

2015, Mexico

Portfolio Program in Art Direction
Miami Ad School

2012 - 2014, Mexico - Germany

Bachelor's in Communication
CUC

2008 - 2011, Mexico

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🇲🇽 Querétaro, México

Industry Knowledge

8 years of experience in PD

Critical Thinking

Problem Understanding

User Discovery

User Interface (UI)

User Experience (UX)

Wireframing

Prototyping

Tools & Technologies

Figma, Sketch, Invision, UX Cam, Google Analytics, Amplitude, Agile, Scrum

Other Skills

HTML, CSS, JS, jQuery, Advertising, Branding

Languages

Spanish (native)

English (proficient)

Portugues (pre basic)

German (pre pre basic)

Social

www.linkedin.com/in/hardcorebobbyd